

NAME PROBLEMS

1. Assumptions

a. The legal entity required or selected for accomplishing our objectives should probably be reflected in the official name given the activity. Is it to be an association, a trust, or a corporation?

b. The "legal" name may be too long or unimaginative for working and publicity purposes. An official working name should be given serious consideration.

c. Both the official and working names should convey the function and concept we are dealing with.

2. Suggested Official Names

Retirement Investment Trust (Association)
CIA Mutual Stock Retirement Trust
Voluntary Retirement Savings and Investment Trust (Association)
Employee Mutual Stock Retirement Trust (Association)
Retirement Shares Trust (Association)
Retirement Mutual Shares Trust (Association)

3. Suggested Working Names

Take Stock
Mutual Fund
Stock Up
Share Your Future
Take Shares

4. In my opinion, Take Stock is an inspired name. In a single word it conveys the total concept. It has a very favorable and serious double meaning, i.e., "assess your future needs and provide for them." Finally, the closer we copy the fundamentals of the TVA plan, the easier to cite it as a precedent.

STATINTL



Possible name: V E R P

Voluntary Employees Retirement Plan

VEIRP

Voluntary Employees Investment Retirement Plan

EVIRP

Employees Voluntary Investment Retirement Plan

EVRIP

Employees Voluntary Retirement Investment Plan